References:

1. Ajzen and Fishbein, (1980). Understanding Attitudes and Predicting Social Behaviour, p.63. Prentice- Hall
2. Alm,C.O. (2003). English in the Ecuadorian Commercial Context. World Englishes p22, 143-158.
3. Barker, Larry.(1984), Communication,Englewood Cliffs, New Jersey: Prentice Hall,p:4.
4. Bhatia,T.K. (2001). Language mixing in global advertising. InE. Thumboo(Ed.), The three circles of English. Language specialists talk about the English Language 9pp.(195-215).
5. Burnett, J., Moriarty, S.,(1998): Introduction to Marketing Communication : An integrated approach, New Jersey: Prentice Hall.
6. Daisy N. Kurian.(2010), Body Language : Silent communicator at work place. The IUP Journal of soft skills, vol.iv, nos 182.
7. D. Krech and R. Crutchfield,(1948). Theory and Problems in social Psychology, Mc Graw- Hill, New York.
8. Danyana Jerman, M.Sc, Bruno Zavrsnik, sixth International conference on,' Enterprise in Transition'.
9. David Aron, (2006). "The Effect of Counter- Experiential Marketing Communication On Satisfaction And Repurchase Intention.Vol.19.
10. David Kam, (2011). Business Strategies, Marketing Strategies, http://marketing deviant.com/ the importance-of- communication.
11. Duncan, T., Moraiarty, S.,(1998): A communication- Based Marketing Model for Managing Relationships, Journal of marketing, 62:p 1-13.
12. Gerritsen, M., Nickerson, C., Vanden Brandt, C., Crijns, R., Dominguez, N., Van Meurs, F., et al.(2007). English in print advertising in Germany, Spain and the effect on corporate image. In G. Garzon and C. Ilie(Eds), The role of English in institutional and business settings: An intercultural perspective(p 79 – 98). Berlin: Peter Lang.
13. Gordon W. Allport, 'Attitudes', in C.A. Murchison (ed),(1935). A handbook of social psychology, Clark University Press, Worcester, M A, p,798 – 844.
14. Harrison James, (1999), Importance of good signage. Http:// Ezine Articles.com/? Expert. Accessed on 2010.
15. Harrison James,(2009). Signage for main streets. Http:// Ezine Articles.com/?

Expert. Accessed on 2010.

16. Jos Horniks, Frank Van Meurs & Anja de Boer.(2010). English or a local language in advertising?. Journal of Business Communication, vol 47, no 2, p 169 – 188.

17. Keller, K.L.,(2001) : Mastering the Marketing Communications Mix: Micro Perspectives on Intergrated Marketing Communication Programs, Journal of Marketing Management, 17:p 819-847.
18. Kelly- Holmes, H., (2005). Advertising as multi lingual communication. New York: Palgrave Mcmillan.S.
19. Leon G. Schiffman & Leslie Lazar Kanuk. Consumer Behaviour(9th ed).(2007), p,258-265. Prentice Hall.
20. Meenakshi Raman, Prakash Singh. Business Communication. p 1-3, Oxford University Press.
21. Mehrabian, A., (1981), Silent messages, Belmont, California : Wadsworth.
22. Niraj Kumar,(1998). "Marketing Communications Theory & Practice. Himalaya Publishing House, .p.6,7.
23. Pickton, D., Broderick, A., (2001) : Integrated marketing communications, Harlow: Financial Times- Prentice Hall.
24. Pillar, I., (2001). Identity constructions in multi lingual advertising. Language in society, 30,p 153-186.
25. Roger D. Blackwell, Paul W. Miniard & James F,(2007). Engel. Consumer Behaviour, Thomson South – Western,
26. Samuel O' Prey. The role of communication, communication in the marketing process. Accessed on, Feb,2010.
27. Sanford, A.C., Hunt, G.T., & Bracy, H. J., (1976). Communication Behaviour in organization. Columbus: Bell & Howell company.
28. Shoham, A., (1996). Effectiveness of standardized and adapted television advertising : An international field study approach. Journal of International consumer marketing, 9. P 5-23.
29. Smith, P.R., Berry, C., Pulford, A., (2002). Strategic marketing communications : New ways to build and integrate communications, London: Kogan Page.
30. Suparna Dutta, Soma Sarcar, (2008). The future of Business Communication. The Icfai University journal of soft skills, vol.2 no 3.

31. What-role-do-marketing-communication-plays. (2006).

32. Wilber Schramm, (1955). The Process & Effects of Mass Communications. (urbana, IL: University of Illinios Press), p 3.